

fashion calendar

JULY 4,

1966

RUTH FINLEY, PUBLISHER

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8 EAST 77th STREET / NEW YORK, N. Y. 10021

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FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will, therefore, yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, JULY 4, 1966</u>			
July 4	INDEPENDENCE DAY (Legal Holiday)--Monday.		
Tuesday July 5 10:00 A.M. Champagne	CUSTOM HATS, COUTURE; FOR PRESS AND BUYERS Champagne Vernissage of Mr. John's fine-art-inspired collection of custom millinery, haute couture, dresses, suits, coats, couture furs, custom jewels and accessories for Autumn and Winter. By invitation. Publicity: Rose-Marie McCarthy and Ann Sanzo, PL. 7-1966.	MR. JOHN, INC.	24 WEST 57TH STREET SALON
Tuesday July 5 12:00 Noon	PREVIEW OF AUTUMN AND WINTER MILLINERY For press and buyers, by invitation. Contact: Miss Elizabeth, MU. 8-4410. Publicity: Eleanor Lambert, MU. 8-2130.	ADOLFO (22 EAST 56TH STREET)	ST. REGIS HOTEL VERSAILLES ROOM
Tuesday July 5 7:00 P.M. Cocktails- Dinner	DIAMOND DINNER FOR VISITING PRESS "Diamonds To Dine With" and "Diamonds To Dance With"--N.W. Ayer (Auxiliary Member, N.Y. Couture) will show diamonds from Cartier, Van Cleef & Arpels, Harry Winston--with gowns of Du Pont fibers, designed for diamonds by Charles Kleibacker. Show at 7:20. Dinner--8:00 (Ballroom). By invitation. Publicity: Mildred Kosick, PL. 7-5700.	N.W. AYER & SON, INC.	HOTEL PIERRE COTILLION & BALLROOMS
Beginning Tuesday July 5	SHOWING OF FALL MILLINERY COLLECTION Informal showings of Miss Alice's Fall millinery. Contact: Miss Muriel, CO. 5-2634.	MISS ALICE	6 WEST 57TH STREET SHOWROOM - 5TH FLOOR By appointment.
Just Released	SPRING '67 SWEATER, SOCK, SPORTSWEAR COLORS Forecast colors, including eight promotional colors selected by three associations. Contact: Ann Mulligan, MU. 5-5811.	THE COLOR ASSOCIATION OF THE U.S., INC.	200 MADISON AVENUE
Wednesday July 6 8:00 A.M. Breakfast	PREVIEW: INTRODUCTION OF MAKEUP CONSULTANT "Cinema Toast and Champagne Breakfast"--to meet on film and in person, David Lawrence, special makeup consultant for Dorothy Gray. Introduction of new Fall makeup. By invitation. Publicity: Grace Rogers, PL. 5-6100.	DOROTHY GRAY (445 PARK AVENUE)	HOTEL PIERRE BALLROOM
Wednesday July 6 9:30 A.M. Coffee	PREVIEW OF FALL MILLINERY Fall millinery collection of Irene and Rivera will be presented to press and buyers. By invitation. Contact: PL. 3-3032.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON - 6TH FLOOR
Wednesday July 6 10:30 A.M.	PRESS PREVIEW OF FALL MILLINERY Preview of Sally Victor's Fall millinery collection. By invitation. Contact: PL. 3-7450.	SALLY VICTOR, INC. (18 EAST 53RD ST.)	REGENCY HOTEL PARK AVE. & 61ST STREET

NEW YORK COUTURE FORTY-SEVENTH NATIONAL PRESS WEEK (Beginning July 5)

Fall collections of leading designers for visiting press. Attendance by invitation.
Press Director: Kittie Campbell, LA. 4-0461.

Tues., July 5: 10:00 A.M. MR. JOHN (Champagne Vernissage) 24 WEST 57TH ST.
7:00 P.M. N.W. AYER & SON (Cocktails and Show) . .PIERRE-COTILLION
8:00 P.M. " " " " " Dinner. PIERRE-BALLROOM

Wed., July 6: 8:00 A.M. DOROTHY GRAY (Breakfast & Film) PIERRE-BALLROOM
9:30 A.M. ORIGINALA PIERRE-BALLROOM
10:15 A.M. BEN REIG. PIERRE-BALLROOM
*11:00 A.M. Writing Period
12:15 P.M. BURLINGTON INDUSTRIES (Luncheon). MFO-TV (222 E.44)
2:15 P.M. JUNIOR SOPHISTICATES. PIERRE-BALLROOM
3:00 P.M. NAT KAPLAN. PIERRE-BALLROOM
3:45 P.M. HARVEY BERIN (Karen Stark). PIERRE-BALLROOM
*4:30 P.M. Writing Period
5:30 P.M. NEW YORK FUR DRESSERS (Cocktails) PIERRE-BALLROOM
7:00 P.M. THE SINGER COMPANY (Black Tie). WALDORF-BALLROOM
(*Reception in Regency Room, 2nd floor, to meet Mrs. Min Matheson,
Director, Union Label Division, ILGWU, during writing periods Wed.)

Thurs., July 7: 8:00 A.M. "ACCESSORAMA" (Breakfast) PIERRE-COTILLION
9:30 A.M. HANNAH TROY PIERRE-BALLROOM
10:15 A.M. JACK SARNOFF (Molly). PIERRE-BALLROOM
11:00 A.M. LARRY ALDRICH (Marie McCarthy). PIERRE-BALLROOM
11:45 A.M. Writing Period and "Accessorama". PIERRE-COTILLION
12:15 P.M. AMER.INST.MEN'S & BOYS' WEAR (Luncheon) .PLAZA-BALLROOM
2:15 P.M. NEW MATH IN BOYS' FASHIONS--MOD PLUS. . .PIERRE-BALLROOM
(Mighty-Mac; Heiritier-Pro Unlimited; Rob Roy; Shelby.)
3:30 P.M. JOSEPH LOVE ("Tea and Happening") PIERRE-BALLROOM
4:30 P.M. EMBA MINK BREEDERS ASS'N (Cocktails). . .PIERRE-BALLROOM
6:00 P.M. Writing Period and "Accessorama". PIERRE-COTILLION
7:00 P.M. SEARS, ROEBUCK & CO. (Dinner) PLAZA-PERSIAN RM.

Fri., July 8: 8:00 A.M. AMF--"HARPER'S BAZAAR" (Breakfast). . .L'ETOILE RESTAURANT
9:30 A.M. PATTULLO-JO COPELAND. PIERRE-BALLROOM
10:15 A.M. TOWNLEY (Chuck Howard) PIERRE-BALLROOM
11:00 A.M. DAVIDCW PIERRE-BALLROOM
11:45 A.M. by BRANELL. PIERRE-BALLROOM
12:30 P.M. DENIM COUNCIL (Luncheon). PIERRE-BALLROOM
2:00 P.M. SAM FRIEDLANDER (Bob Bugnand) PIERRE-BALLROOM
2:45 P.M. JOBERE (Morty Sussman). PIERRE-BALLROOM
3:30 P.M. "DAY OF BEAUTY" (Cocktails) PIERRE-BALLROOM
5:30 P.M. Writing Period and "Day of Beauty"
7:00 P.M. LU BARRY (Dinner) "SURPRISE BEAUTY NEWS".ST. REGIS-ROOF
9:30 P.M. TWENTIETH CENTURY FOX(Champagne Late Show) 444 West 56th St.
"How To Steal A Million," starring Audrey Hepburn, Peter
(Bus transportation from St. Regis Hotel) O'Toole

Sat., July 9: 8:00 A.M. REED & BARTON (Hunt Breakfast). ENGLISH GRILL
10:00 A.M. ARBE. PIERRE-BALLROOM
10:45 A.M. JEUNESSE (Morton Myles) PIERRE-BALLROOM
11:30 A.M. MONTE-SANO & PRUZAN PIERRE-BALLROOM
12:15 P.M. J.P. STEVENS & CO.(Luncheon). FOUR SEASONS REST.
2:30 P.M. CAMEO EVENING FASHIONS. PIERRE-BALLROOM

(continued on following page)

DATEWHAT'S GOING ONGIVEN BYWHERENEW YORK COUTURE FORTY-SEVENTH NATIONAL PRESS WEEK (continued from page 2)

Sat., July 9: 3:15 P.M. VARIETY GROUP. PIERRE-BALLROOM
 (Nat'l Ass'n of Hosiery Mfrs.; Crompton Richmond; Lady
 Hathaway Sportswear (Melba Hobson); Lotte of Paul Parnes
 Int'l; Lawrence of London.)
 6:30 P.M. AMERICAN PRINTED FABRICS (Cocktails) . . .PIERRE-BALLROOM
 9:00 P.M. CLAIROL (Buffet and entertainment) . . .PLAZA 9-THE PLAZA

Sun., July 10: 8:00 A.M. VANITY FAIR MILLS (Breakfast in bed)
 12:00 Noon MILLINERY INST.OF AMERICA (Brunch) . . .WALDORF-SERT RM.
 2:00 P.M. BURKE-AMEY 16 W.57TH STREET
 3:00 P.M. DESIGN-THAI. 1 E.53RD STREET
 TO BE ANNOUNCED

Wednesday PRESS PREVIEW: "FASHIONS OLIN MATHESON FOUR SEASONS RESTAURANT
 July 6 FOR SHOOTERS" (WINCHESTER-WESTERN) 99 EAST 52ND STREET
 12:00 Noon Introduction of functional "Winchester Gun Club Shooting Clothes" for men
 Luncheon and women. By invitation. Public Relations: Pat Smith, 572-2000.

Wednesday FALL FASHIONS AT BURLINGTON MFO-TV; 222 E.44TH ST.
 July 6 LUNCHEON SHOW INDUSTRIES STUDIO 7 - 6TH FLOOR
 12:30 P.M. Burlington (Auxiliary Member, N.Y. Couture) will present fashions '67 at
 Luncheon luncheon. By invitation. Burlington contact: Florence Kyler Lentz,
 554-5444. Publicity: Rosemary Sheehan, MU. 5-1280.

Wednesday SHOWING: FUR FASHIONS NEW YORK FUR HOTEL PIERRE
 July 6 FOR VISITING PRESS DRESSERS BALLROOM
 5:00 P.M.- The New York Fur Dressers (Auxiliary Member, N.Y. Couture) will present
 6:30 P.M. "Furs--Fine and Fanciful"--Fall fashions by leading designers. By
 Cocktails invitation. Publicity: Phyllis Singer at Bell & Stanton, PL. 9-4800.

Wednesday "THE SINGER WORLD THE SINGER COMPANY WALDORF-ASTORIA
 July 6 DESIGNER COLLECTION BALLROOM
 7:00 P.M. Fashion showing by The Singer Co.(Auxiliary Member, N.Y. Couture), designed
 Reception- for women who sew.(Black Tie) Dinner at 8:00; show at 9:30. By invitation.
 Dinner Publicity: Isabel Hamilton at J.Walter Thompson, MU. 6-7000.

Wednesday OPEN HOUSE FOR CAPEZIO 9 WEST 61ST STREET
 July 6- VISITING PRESS AUDITORIUM-3RD FLOOR
 July 15 Capezio will present their Fall collection to local and visiting press:
 July 6-8; and July 11-15. Also, a special exhibit of theatrical costumes
 and shoes. Publicity: Jo Hopkins, JU. 6-2150.

Wednesday OPEN HOUSE: FALL THE NAPIER COMPANY 530 FIFTH AVENUE
 July 6- JEWELRY FASHIONS SHOWROOM - 22ND FLOOR
 July 15 Continuous showings of new Napier Fall-Winter jewelry fashions for local
 and out-of-town press. Contact: YU. 6-6633.

Thursday FIFTH EDITION OF LEADING HOTEL PIERRE
 July 7 ACCESSORY PRESS DAY MANUFACTURERS COTILLION ROOM
 8:00 A.M.- "New Directions in Fashion Accessories"--(Auxiliary Member, N.Y. Couture)
 5:00 P.M. will present the news and views of fashion "pluses" for Fall-Winter by
 leading accessory designers and manufacturers. For visiting and local
 press at open house. Contact: Ann R. Silver, 247-8050.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday July 7 8:30 A.M.- 6:30 P.M.	PRESENTATION OF FALL JEWELRY Fall collection of jewelry in the "Golden Manner"--for local and visiting press at open house. By invitation. Publicity: Charlotte Leff, CH.4-4300.	MONET JEWELRY (6 WEST 32ND STREET)	HOTEL DELMONICO L'ORANGERIE ROOM
Thursday July 7 9:00 A.M. Breakfast	PRESS PREVIEW: STEVENS' BED-BATH STUDIO "Bed, Bath, and the Look Ahead"--illustrated talk by Jack Lenor Larsen. By invitation. Publicity: Liane Waite at Infoplan, 557-8629.	J.P. STEVENS CO.	1460 BROADWAY SHOWROOM - 11TH FLOOR
Thursday July 7 11:00 A.M.- 4:30 P.M.	SHOWING: "A NEW GENERATION OF GLOVES" Informal (repeat) showing of June preview--"what the glove is doing to fashion, and what fashion is doing to the glove." By invitation. Publicity: Helen Sisson, CH. 4-0290.	HANSEN GLOVE CORP.	500 FIFTH AVENUE SHOWROOM - 3RD FLOOR
Thursday July 7 12:15 P.M. Luncheon	PRESS SHOWING: "MEN'S WEAR '66" American Institute of Men's and Boys' Wear (Auxiliary Member, N.Y. Couture) presentation of "Young At Any Age." For visiting press, by invitation. Publicity: Rion Bercovici, LT. 1-8210	AMERICAN INSTITUTE OF MEN'S & BOYS' WEAR	HOTEL PLAZA BALLROOM
Thursday July 7 2:15 P.M.	PRESS SHOWING OF BOYS' FALL FASHIONS "New Math in Boys' Fashions--Mod Plus," presented by Mighty-Mac, Heiritier- Pro Unlimited, Rob Roy, and Shelby (Auxiliary Member, N.Y. Couture). By invitation. Publicity: Janet Laib, UN. 1-0110.	FOUR MANUFACTURERS	HOTEL PIERRE BALLROOM
Thursday July 7 3:30 P.M. Tea	PRESS SHOWING OF CHILDREN'S WEAR "Tea and Happening"--Joseph Love (Auxiliary Member, N.Y. Couture) will present Fall-Winter children's fashions, designed by Robert Love. By in- vitation. Publicity: Ann Karsian, LA. 4-8117.	JOSEPH LOVE, INC.	HOTEL PIERRE BALLROOM
Thursday July 7 4:00 P.M. Cocktails	"AROUND AMERICA WITH EMBA MINK" Emba (Auxiliary Member, N.Y. Couture) will present fur fashions as shown in leading American stores. For the visiting press, by invitation. Contact: Trudy Suter at The Albert Woodley Co., MU. 2-6881. Publicity: Virginia Casey, 557-2402.	EMBA MINK BREEDERS ASSOCIATION	HOTEL PIERRE BALLROOM
Thursday July 7 6:00 P.M.	PRESS PREVIEW OF COLLEGE FASHIONS Preview for press of college fashions. By invitation. (For Release, Fri., July 8.) Publicity: Kay Robinson, OR. 9-7800.	B.ALTMAN & COMPANY	6TH FLOOR YOUNG COLONY
Thursday July 7 7:00 P.M. Dinner	DINNER, FASHION SHOW, ENTERTAINMENT Seventh edition of "A Night at the Persian Room"--cocktails, dinner, entertainment, and fashion presentation by Sears, Roebuck. For visiting press, by invitation. Publicity: John E. Terrell, 790-7801.	SEARS, ROEBUCK & CO.	HOTEL PLAZA PERSIAN ROOM
Thursday July 7- July 12	SPORTSWEAR FASHIONS BY JEANNE ESSIG "Key Club" informal showings for editors, 9:00 A.M. to 8:00 P.M., daily. By invitation. Publicity: Ruth Shaw, LO. 4-3113.	MAJESTIC SPECIALTIES (1410 BROADWAY)	HOTEL PLAZA SUITE 323

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday July 8 8:00 A.M. Breakfast	BREAKFAST FASHION SHOW FOR PRESS Harper's Bazaar breakfast show for American Machine & Foundry, and Mister Pants. By invitation. Contact: Ann Buckles, Director of Public Relations, "Harper's Bazaar," PL. 1-2100.	HARPER'S BAZAAR	L'ETOILE RESTAURANT 1 EAST 59TH STREET
Friday July 8 9:00 A.M. Coffee	PREVIEW OF FALL MILLINERY Emme's Fall millinery at a preview for press and buyers. Show at 9:30 A.M. By invitation. (For Release, Mon., July 11.) Publicity: Ruth Hammer Assoc., 246-4818.	EMME	HOTEL PLAZA SAVOY ROOM
Friday July 8 12:30 P.M. Luncheon	DENIM FASHIONS AT LUNCHEON SHOW "Fashion Happening"--showing of fashions in denim for visiting press. By invitation. Publicity: Kae McCulloch, MU. 7-8722.	THE DENIM COUNCIL, INC. (155 EAST 44TH STREET)	HOTEL PIERRE BALLROOM
Friday July 8 3:00 P.M.- 6:30 P.M. Cocktails	"DAY OF BEAUTY" FOR VISITING PRESS Leading beauty companies (Auxiliary Members, N.Y. Couture) will present beauty news for Fall-Winter at open house. For visiting and local press, by invitation. Publicity: Helen Nash or Joan Parker, PL. 1-3377.	LEADING BEAUTY COMPANIES	HOTEL PIERRE COTILLION ROOM
Friday July 8 7:00 P.M. Dinner	DINNER PARTY FOR VISITING PRESS "Surprise Beauty News" by DuBarry (Auxiliary Member, N.Y. Couture). By invitation. Publicity: Ann Scott Morningstar, 680 Madison Ave., 832-7712.	DU BARRY	ST. REGIS HOTEL ROOF
Saturday July 9 8:00 A.M. Breakfast	PRESS PREVIEW: NEW STERLING FLATWARE Hunt breakfast, introducing "English Provincial," new sterling flatware pattern by Reed & Barton (Auxiliary Member, N.Y. Couture). Publicity: Sidney dee Bloeme, JU. 6-4490.	REED & BARTON	ENGLISH GRILL(51ST ST.) ROCKEFELLER PLAZA
Saturday July 9 12:00 Noon Luncheon	LUNCHEON FOR VISITING PRESS Luncheon and capsule showing for out-of-town press by J.P. Stevens (Auxiliary Member, N.Y. Couture). By invitation. Publ.: Mary Baine, OX.5-1000.	J.P. STEVENS & CO. (1460 BROADWAY)	FOUR SEASONS RESTAURANT 99 EAST 52ND STREET
Saturday July 9 6:30 P.M.- 8:30 P.M. Cocktails	SHOWING OF FASHIONS IN PRINTED FABRICS American Printed Fabrics Council (Auxiliary Member, N.Y. Couture) presentation of "Fashion Excitement in Printed Fabrics"--by leading designers. By invitation. Publicity: Patricia Quigley at Bell & Stanton, PL.9-4800.	AMERICAN PRINTED FABRICS COUNCIL INC.	HOTEL PIERRE BALLROOM
Saturday July 9 9:00 P.M.- 11:30 P.M.	BEAUTY NEWS FOR VISITING PRESS Clairol (Auxiliary Member, N.Y. Couture) will invite the visiting press to Julius Monk's "Summer Festival"; and a preview of beauty products by Clairol. By invitation. Publicity: Terry Grimes Russell, 957-2910.	CLAIROL, INC. (1290 SIXTH AVENUE)	PLAZA 9 HOTEL PLAZA
Saturday July 9- July 10 9:00 A.M.- Midnight	OPEN HOUSE SHOWING: FALL-WINTER "BOOTINOS" Fall and Winter line of "Bootinos"--water-proof accessory footwear by B.F. Goodrich, at open house from 9:00 A.M. to 12:00 Midnight. Publicity: Marion Rahl at Carl Byoir Assoc., 800 Second Ave., YU. 6-6100.	B.F. GOODRICH	SHERRY-NETHERLANDS SUITE 411

AMERICAN DESIGNER SHOWINGS--FALL 1966--FOR VISITING PRESS (July 10-15)

Unless otherwise noted, all showings will be held in the Grand Ballroom, Delmonico's, 59th Street and Park Avenue. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.

Sun., July 10: 3:00 P.M. Children's Fashions: HELEN LEE, ALYSSA, LITTLE CRAFT
4:00 P.M. JOHN WEITZ
5:00 P.M. AMERICAN DESIGNERS FASHION FORECAST--Eleanor Lambert
(6:00 P.M.-Cocktail buffet to meet Participating Designers--Guests of
(8:00 P.M. Mr. and Mrs. S. Joseph Tankoos, Jr. of Delmonico's.

Mon., July 11: 8:00 A.M. Breakfast
9:00 A.M. ADELE SIMPSON
9:45 A.M. BEN ZUCKERMAN
10:30 A.M. JACQUES TIFFEAU for TIFFEAU & BUSCH
11:15 A.M. Writing Period
12:15 P.M. HERBERT & BETH LEVINE SHOES; ADOLFO HATS (Aperitif)
1:00 P.M. Luncheon
2:00 P.M. GEOFFREY BEENE
2:45 P.M. MOLLIE PARNIS
3:30 P.M. KIMBERLY
4:15 P.M. Writing Period
5:15 P.M. NATIONAL SHOE INSTITUTE (Cocktails)--CRYSTAL BALLROOM
8:00 P.M. DESIGNERS "AT HOME"--Tour of designers' houses--Bill Blass, Adele Simpson, Roxanne, Anne Fogarty, Pauline Trigere--followed by supper party at Voisin, 30 East 65th Street. (Transportation will be furnished to designers' homes.)

Tues., July 12: 8:00 A.M. COTY--Breakfast and introduction of Coty Award winners.
9:00 A.M. VICTOR JORIS for CUDDLECOAT
9:45 A.M. FRECHTEL
10:15 A.M. B.H. WRAGGE
11:00 A.M. TRIGERE
11:45 A.M. Writing Period
12:45 P.M. WARNER SLIMWEAR--Lingerie (Luncheon)
2:00 P.M. ANNE FOGARTY
2:45 P.M. CHRISTIAN DIOR-NEW YORK
3:30 P.M. GUSTAVE TASSELL
4:15 P.M. Writing Period
5:15 P.M. PERSIAN LAMB INSTITUTE (Cocktails and showing)
8:30 P.M. SHIP 'N SHORE--Theatre "Mame", starring Angela Lansbury, Winter Garden Theatre, Broadway & 50th Street.

Wed., July 13: 8:00 A.M. JACK LENOR LARSEN--WINN ANDERSON FABRICS--232 E. 59th St.
9:00 A.M. KASPER for JOAN LESLIE
9:45 A.M. PAT SANDLER for HIGHLIGHT
10:30 A.M. BILL BLASS for MAURICE RENTNER
11:15 A.M. Writing Period
12:15 P.M. SHIP 'N SHORE (Luncheon and fashion show)
2:00 P.M. DONALD BROOKS
2:45 P.M. MALCOLM STARR (ELINOR SIMMONS)
3:30 P.M. SAMUEL WINSTON (Roxane)
4:15 P.M. Writing Period
6:00 P.M. Visit to La Banque Continentale, 785 Fifth Avenue (60th St.)
7:15 P.M. JERRY SILVERMAN (Penthouse Picnic) Mayflower Hotel, 15 Central Park West

(continued on following page)

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
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AMERICAN DESIGNER SHOWINGS (continued from page 6)

<u>Thurs., July 14:</u>	8:30 A.M.	RITTER FURS (Breakfast and fashion show)	
	9:30 A.M.	CHESTER WEINBERG	
	10:15 A.M.	DOMINIC for MATTY TALMACK	
	11:00 A.M.	JERRY SILVERMAN (SHANNON RODGERS)	
	11:45 A.M.	Writing Period	
	12:30 P.M.	SHEFFIELD WATCHES (Luncheon and showing)	
	2:00 P.M.	OSCAR DE LA RENTA for JANE DERBY	
	2:45 P.M.	ANNE KLEIN for MALLORY	
	3:30 P.M.	OLEG CASSINI	
	4:15 P.M.	OLGA-UNDERFASHIONS (Coffee, Cocktails)	
	5:30 P.M.	Writing Period	
	6:00 P.M.	LILLY DACHE (Cocktail Buffet and showing), Gallery Dache, 78 East 56th St.	
	8:30 P.M.	Showing: NORMAN NORELL, JEAN LOUIS, SARMI, JOHN MOORE	
	<u>Fri., July 15:</u>	8:00 A.M.	Breakfast--MISTER PANTS, LYNN STUART, PANTSVILLE
9:00 A.M.		MODELIA (PHILIPPE TOURNAYE, DON SIMONELLI)	
9:45 A.M.		ANDREW WOODS	
10:30 A.M.		STAVROPOULOS	
11:15 A.M.		RUDI GERNREICH	
12:30 P.M.		MEET THE PRESS LUNCHEON--AMERICAN DESIGNER SHOWINGS	

Sunday July 10 9:30 A.M.- 12:00 Noon	PRESS PREVIEW: FALL- WINTER JEWELRY "Sunday Brunch Showing"-- Trifari's Fall-Winter jewelry collection. By in- vitation. Publicity: Dorothy Lansing Hess, 165 E.66th St., RE. 7-3347.	TRIFARI, KRUSSMAN & FISHEL, INC.	16 EAST 40TH STREET SHOWROOM - 4TH FLOOR
Sunday July 10 12:00 Noon Brunch	PRESS PREVIEW OF FALL MILLINERY Fall preview of Millinery Institute of America (Auxiliary Member, N.Y. Couture). For press, by invitation. Contact: MU. 6-2970.	MILLINERY INSTITUTE OF AMERICA	WALDORF-ASTORIA SERT ROOM
Sunday July 10 1:30 P.M. Luncheon	PICNIC LUNCH FOR VISITING PRESS Kenneth will preview Fall beauty trends at a picnic lunch for the press. By invitation. Publicity: Virginia Haynes, PL. 2-1800.	KENNETH	19 EAST 54TH STREET SALON
Monday July 11 10:00 A.M. Champagne	SPRING MILLINERY FOR VISITING PRESS Champagne Vernissage of Mr. John's fine-art-inspired custom millinery, haute couture dresses, suits, coats, furs, custom jewelry, and accessories for Autumn-Winter. By invitation. Publicity: Rose-Marie McCarthy and Ann Sanzo, PL. 7-1966.	MR. JOHN, INC.	24 WEST 57TH STREET SALON - 7TH FLOOR
Monday July 11 11:30 A.M.	PRESS PREVIEW: MADE- TO-ORDER FUR FASHIONS Fall-Winter fur fashions, designed by Emeric Partos. By invitation. (For Release, Tues., July 12.) Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR FUR SALON
Monday July 11 9:00 P.M.	PREVIEW OF FALL COLLECTION By admission card only. (Black Tie) Buyer showings, Tues., July 12; and July 19 at 10:30 A.M. By invitation. Contact: CH. 4-5452.	NORMAN NORELL	550 SEVENTH AVENUE SHOWROOM - 10TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday July 12 10:00 A.M.- 6:00 P.M. Coffee	PEARL FASHIONS AT OPEN HOUSE Imperial Pearl invites the press to open house; showing of cultured pearl necklaces; gold, pearl, and gem stone jewelry; and gold-filled collection. Publicity: Ethel Aaron at Daniel J. Edelman, HA. 1-5422.	IMPERIAL PEARL SYNDICATE	681 FIFTH AVENUE SHOWROOM - 11TH FLOOR
July 12	NORMAN NORELL SHOWING FOR BUYERS AT 10:30 A.M. By appointment only.		
Tuesday July 12 12:00 Midnight*	PREVIEW OF FALL COLLECTION Premiere press opening, by invitation. *(Note Change Of Time.) For buyers, by appointment, Wed., July 13 at 10:30 A.M. and 4:30 P.M., in showroom, 5th floor. Contact: LO. 3-1818.	TZAIMS LUKSUS (550 SEVENTH AVENUE)	L'ETOILE RESTAURANT 1 EAST 59TH STREET
Tuesday July 12 4:00 P.M. Coffee	PRESS PREVIEW OF NEW MODEL ROOMS "A Touch of English"--preview for the press of new model rooms. By invitation. (For Release, Thurs., July 14.) Publicity: Jill Schoenbach, LO. 5-7950, Ext. 515.	STERN BROTHERS	7TH FLOOR
Tuesday July 12 6:00 P.M. Buffet	PRESS SHOWING AND COCKTAIL-BUFFET News of Helena Rubinstein's Fall makeup. <u>Preview at 7:00.</u> By invitation. Publicity: Ann Walsh, EL. 5-2100.	HELENA RUBINSTEIN	655 FIFTH AVENUE LITTLE THEATRE
Tuesday July 12 7:00 P.M. Dinner	TRADE SHOWING OF FALL MILLINERY Showing of Fall hats. Retailers--\$12.00. Manufacturers--\$50.00. Suppliers--\$100.00. Contact: MU. 6-2970.	MILLINERY PROMOTIONS INC.(10 EAST 40TH ST.)	WALDORF-ASTORIA BALLROOM
Wednesday July 13 8:00 A.M. Breakfast	PREMIERE: COUTURE DESIGNER COLLECTION American Designer Showing of couture fashions in fabrics designed by Larsen Design Studio to visiting press and invited guests. Preview of new Ja-el division of ready-to-wear fabrics for 1967. Presentation at 8:20 A.M. By invitation. Contact: Crosby Smith, PL. 8-2209.	JA-EL FABRICS (JACK LENOR LARSEN)	232 EAST 59TH STREET NEW SHOWROOM
Wednesday July 13 9:30 A.M. Breakfast	PRESS PREVIEW: MID- SUMMER HOME FURNISHINGS Preview of midsummer home furnishings and room settings. By invitation. (For Release, Fri., July 15.) Publicity: Margery Rubin, OX. 5-4400.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
July 13	TZAIMS LUKSUS SHOWING FOR BUYERS AT 10:30 A.M. and 4:30 P.M. By appointment.		
Wednesday July 13 2:30 P.M.	PRESS PREVIEW: FALL- WINTER COLLECTION Preview of Fall-Winter collection, by invitation. Thereafter in private suite, by appointment. Contact: 2254 South Sepulveda Blvd., L.A.; Phone 213-272-1445; after July 13, PL. 9-3000.	GALANOS (BEVERLY HILLS, CAL.)	HOTEL PLAZA BALLROOM
Wednesday July 13 5:30 P.M.- 9:00 P.M. Cocktails	COCKTAIL PARTY FOR THE PRESS Adventures Unlimited, travel agents for Abercrombie & Fitch, will invite the press for cocktails and Adventures in Food, saluting Ruth Alampi's 10th anniversary with the National Broadcasting Co., and her "Around Home and Garden" radio show, WNBC, Saturdays 9:10 A.M. through 10:00 A.M. Publicity: Bill Zimmermann and Lois Gifford, MU. 2-3600.	ADVENTURES UNLIMITED	ROOF GARDEN ABERCROMBIE & FITCH

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday July 14 12:30 P.M. Luncheon	PRESS SHOWING OF FASHIONS IN WATCHES Sheffield Watches will present fashions in watches. By invitation. Publicity: Wynne McGovern, MU. 6-1300.	SHEFFIELD WATCHES	DELMONICO'S BALLROOM
July 18	OHRBACH RELEASE DATE--College fashions. (No Press Show)		
July 19	NORMAN NORELL SHOWING FOR BUYERS AT 10:30 A.M. By appointment only.		
Tuesday July 26 12:00 Noon Luncheon	PREVIEW: SPRING-SUMMER AMERICAN FABRICS Preview of Spring-Summer '67 American fabrics, styled in a collection of sportswear, pants, skirts, blouses, jackets, dresses, rainwear, suits; also menswear. By reservation. Contact: Shelley Sher, LW. 4-2300. Public Relations: Fashion Directives, Claire Affens, OX. 7-3564.	CONCORD FABRICS OF AMERICA	N.Y. HILTON HOTEL BALLROOM
Wednesday July 27 10:30 A.M. Coffee	PRESS PREVIEW OF COLLEGE FASHIONS "College, Co-Ed Collection '66"--for men and women. By invitation. (For Release, Fri., July 29.) Publicity: Margot Infantino, LO. 4-3300.	GIMBELS	6TH FLOOR AUDITORIUM
Wednesday August 3 5:00 P.M.	PRESS PREVIEW: FALL MEN'S FASHIONS Preview for the press of men's Fall fashions. By invitation. (For Release, Fri., Aug. 5.) Publicity: Margery Rubin, OX. 5-4400.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Wednesday August 10 9:30 A.M. Coffee	PRESS PREVIEW: IMPORTED SHOES AND MILLINERY Preview for the press of imported shoes and millinery. By invitation. (For Release, Fri., Aug. 12.) Publicity: Mark Klauser, OX. 5-4000.	OHRBACH'S	3RD FLOOR SHOE SALON
Tuesday August 16 5:30 P.M. Cocktails	PRESS PREVIEW: MILLINERY BY ADOLFO Preview for the press of millinery collection, by Adolfo. By invitation. (For Release, Wed., Aug. 17.) Publicity: Helen O'Hagan, PL. 3-4000.	SAKS FIFTH AVENUE	4TH FLOOR MILLINERY SALON

FALL COUTURE OPENINGS IN FLORENCE, SPAIN, LONDON, ROME, PARIS

Beginning Friday July 15- July 17	CAMERA NAZIONALE DELLA MODA ITALIANA (Boutique & Knitwear) FLORENCE, ITALY <u>July 15:</u> 5:00 P.M. Opening ceremony. 7:00 P.M. Zingone Ventanni, Davitti, Albertina, Manetti, De Parisini, Nardini. 8:30 P.M. Buffet Dinner. 9:30 P.M. Lucrezia, Samar, Ferragamo, Noni Sport, Gibo, Princess Luciana. <u>July 16:</u> 9:30 A.M. Scarabocchio, Aponte, Valditevere, Myricae, Maljana, De Simone, Avagolf. 9:30 P.M. Glans, Trico, Krizia, Ken Scott, Micia, Naka. <u>July 17:</u> 9:30 A.M. Avolio, Mirsa, Bertoli, Baldini, Celli, Wanda Roveda. 5:00 P.M. Emilio Pucci (press). 6:00 P.M. Centinaro, Guidi, Faraoni, Baratta, Tiziani, Schuberth, Egusquiza(Enzo), Lancetti, Marucelli, Antonelli, Mila Schon, Balestra, Veneziani. 10:30 P.M. Dinner Dance. Contact: Amos Ciabattoni, Secretary General, Piazza Repubblica 59, Rome.
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(continued on following page)

Saturday SPANISH COUTURE MADRID AND BARCELONA, SPAIN
 July 15- MADRID: July 15: Elio Berhanyer, Vargas Ochagavia, Herrera y Ollero, Lino.
 July 23 July 20: Pedro Rodriguez.
 BARCELONA: July 19 or 20: Pedro Rovira, Santa Eulalia, Carmen Mir.
July 20: Pedro Rodriguez, El Dique Flotante (buyers on request).
July 23: Pertegaz.

Beginning INCORPORATED SOCIETY OF LONDON DESIGNERS LONDON, ENGLAND
 Monday (Picture Release Date, August 4.)
 July 18- July 18: Associate Members Display.
 July 20 July 19: 10:00 A.M. Lachasse. 11:30 A.M. Clive. 2:30 P.M. Norman Hartnell.
July 20: 10:00 A.M. John Cavanagh. 11:30 A.M. Michael. 2:30 P.M. Mattli.
 4:00 P.M. Ronald Paterson.
 Contact: The Administrator, 315 Regent Street, London, W.1.

Beginning CAMERA NAZIONALE DELLA MODA ITALIANA (High Fashion) ROME, ITALY
 Monday (Picture Release Date, August 20.)
 July 18- July 18: 5:00 P.M. Ognibene-Zendman. 6:00 P.M. Gattinoni. 7:30 P.M. Barocco. 9:30 P.M. Valentino.
 July 19 July 19: 9:30 A.M. Schuberth. 11:30 A.M. Carosa. 1:00 P.M. Sarli. 4:00 P.M. Balestra. 5:30 P.M. Antonelli. 7:30 P.M. Forquet. 9:30 P.M. Galitzine.
 July 20 July 20: 9:00 A.M. Baratta. 11:00 A.M. Biki. 12:30 P.M. Enzo. 2:00 P.M. Luncheon Grand Hotel. 3:30 P.M. Marucelli. 5:00 P.M. Mila Schon. 7:00 P.M. Veneziani. 9:30 P.M. Lancetti.
 July 21 July 21: 9:00 A.M. Fontana. 10:30 A.M. Gregoriana. 11:30 A.M. De Barentzen. 1:00 P.M. Garnett. 3:30 P.M. Menswear: Brioni, Datti, Franzoni, Litrico. 4:30 P.M. Children's and teenage fashions: Zingone. 5:30 P.M. Guidi. 7:00 P.M. Tita Rossi. 9:30 P.M. Fabiani.
 July 22 July 22: 9:30 A.M. Tiziani. 11:30 A.M. Centinaro. 1:00 P.M. Brugnoli. 6:00 P.M. Faraoni. 8:00 P.M. Di Lazzaro. 9:30 P.M. Furs.
 July 23 July 23: 9:30 A.M. Lea Livoli. 11:30 A.M. Baron's.

Beginning CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE PARIS, FRANCE
 Monday July 25: 9:30 A.M. J.Esterel. 10:00 A.M. R.Lutece. 10:45 A.M. J.Launay. 12:00 Noon L.Feraud. 2:15 P.M. M.deRauch. 5:00 P.M. J.L.Scherrer. J.Launay, L.Feraud.
 July 26 July 26: 10:00 A.M. Balmain. 12:00 Noon J.Hercey. 2:15 P.M. M.deRauch. 2:45 P.M. M.Rouff. 5:00 P.M. Nina Ricci(P).
 July 27 July 27: 10:00 A.M. J.Lanvin. 10:30 A.M. G.Laroche. 10:45 A.M. Nina Ricci. 12:45 P.M. J.Godard. 2:30 P.M. J.Patou, M.Rouff. 3:00 P.M. J.Lanvin. 3:30 P.M. J.Godard. 5:00 P.M. J.Griffe, J.Heim. 8:30 P.M. Carven.
 July 28 July 28: 9:45 A.M. Christian Dior(P). 10:30 A.M. J.Patou. 3:00 P.M. J. Heim, Venet(P), C.Montaigne, J.Dana. 5:00 P.M. T.Lapidus, Christian Dior. 7:00 P.M. T.Lapidus. 9:00 P.M. J.Esterel.
 July 29 July 29: 10:30 A.M. Castillo. 2:15 P.M. Cardin. 3:00 P.M. C.Montaigne, Venet. 3:30 P.M. Carven. 5:30 P.M. E.Ungaro, Cardin, S.Baron. 7:30 P.M. E.Ungaro.
 July 30 July 30: 9:15 A.M. Capucci. 10:30 A.M. Castillo. 10:45 A.M. Gres. 2:30 P.M. Capucci.
 Aug. 1: 10:30 A.M. St.Laurent, Molyneux.
 Aug. 3: 10:00 A.M. G.Renal.
 Aug. 4: 10:30 A.M. St.Laurent(P). 3:30 P.M. V.Bourgade
 Contact: Chambre Syndicale, 100, Faubourg St-Honore, Paris.

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